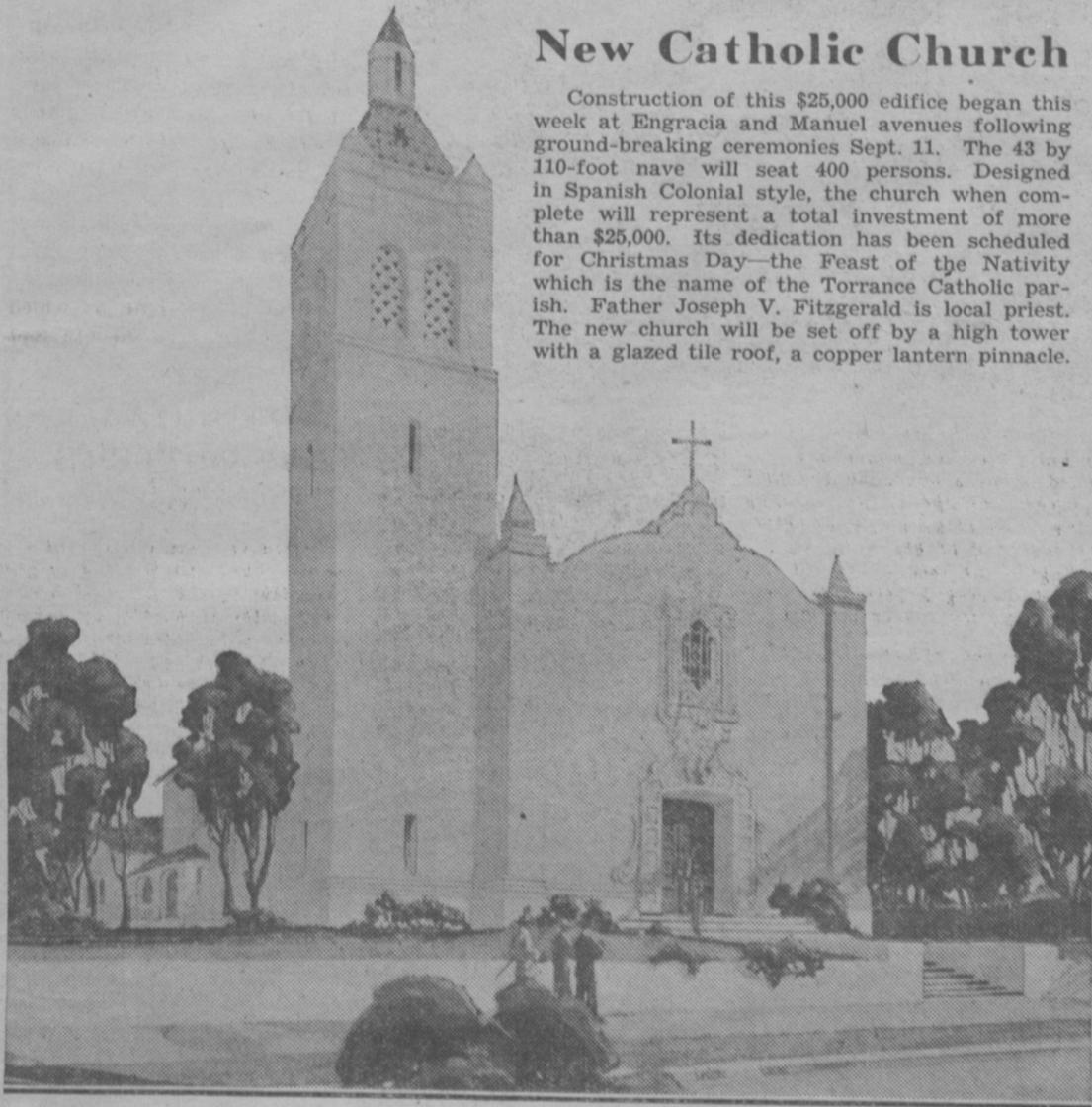


RETAILERS Are United for Civic Events

Association Leads in Building Harmony Between Firms; Heads Noted for Integrity

New Catholic Church

Construction of this \$25,000 edifice began this week at Engracia and Manuel avenues following ground-breaking ceremonies Sept. 11. The 43 by 110-foot nave will seat 400 persons. Designed in Spanish Colonial style, the church when complete will represent a total investment of more than \$25,000. Its dedication has been scheduled for Christmas Day—the Feast of the Nativity which is the name of the Torrance Catholic parish. Father Joseph V. Fitzgerald is local priest. The new church will be set off by a high tower with a glazed tile roof, a copper lantern pinnacle.



INDICATIVE of the unusually cooperative spirit that pervades thruout the Torrance business district as result of the well-organized and active Retail Merchants' association is the response that this city's tradespeople are giving to plans for the annual "Factory Frolic" scheduled for next month.

The Torrance Retail Merchants' association has contributed much toward the harmony

that exists among business firms here. It has taken the lead in sponsoring a number of community events, such as special sales features, Christmas events, holiday observances and is now strongly supporting the "Factory Frolic" originated by the Coordinating Council.

During its existence, the association has been fortunate in having business men of integrity and aggressiveness for its leaders. The first president was Alden W. Smith, optometrist and jeweler. He was succeeded by Harvel Guttenfelder, service station owner, and this year the group is headed by George J. Peckham, co-owner of the city's Ford agency.

52 Members In Pistol Club

An extensive program of competitive individual and team matches is one of the prime reasons why Torrance Pistol club is one of the most active recreational groups in the city. Headed by President Everett Travioli, the club has 52 members—including several local women.

Other officers are Willard Haslam, vice-president; Tom Perkin, secretary-treasurer; Major Fred T. Tiffany, range-master and statistician. Best-shot-of-the-year is Marion Freeman, local steel worker, who topped all other members for the second successive year with a score of 20 strings for an average of 274.45 during 1937-38.

Motor Officer Percy Bennett, second during 1936-37, was also runner-up during the past fiscal year with a score of 273.36 for 101 strings. Hugh Eckersley, steel worker, was third with 270.07 for 108 strings.

Gaston J. Areq, furniture dealer, is secretary and the directors are Earl Worden, grocery store manager; Fay Parks, plumber, and John E. Miller, transfer company head. The association's outstanding contribution to the community, in the opinion of its members and many residents, was the creation of the "blue card" plan for investigation of all solicitation work in the city.

Canvassers for funds for charitable agencies or private gain must first secure a "blue card" certifying that the solicitation is bona fide in every respect before many business men and residents will listen to the proposition.

A secret committee of local business men investigates all applications for the identifying cards and if the solicitation is judged worthless or questionable no "blue card" is issued.

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